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IDENTIFIERS Howard Community College MD

ABSTRACT

As part of an internal marketing effort, a study was conducted at Howard Community College (HCC) to determine employees' evaluation of key educational services provided by the college. All full-time faculty, administrators, and support staff were asked to evaluate 13 areas of service on a scale of 1 (poor) to 5 (excellent) and to identify HCC's greatest strengths and weaknesses. Study findings, based on responses from 65% of the faculty members, 51% of the administrators, and 35% of the support staff, included the following: (1) the overall mean for all services surveyed was 3.82; (2) three areas had overall mean scores below 3.5: the registration process, academic advisory, and the admissions process; (3) all three groups of employees gave HCC's services ratings that were close to "good," with faculty showing the highest regard overall for the college's services; (4) no service was rated less than satisfactory by any group of employees, and several items were in the range between good and excellent; and (5) library services had the highest overall mean rating (i.e., 4.33), followed closely by the quality of full-time faculty (i.e., 4.31). The survey instrument and detailed responses are provided. A four-page bibliography concludes the document. (RO)

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Howard Community College

1986 STAFF SERVICES EVALUATION

JUNE 1986

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Research Report Number 45

HC 860 H82

HOWARD COMMUNITY COLLEGE

1986 STAFF SERVICES EVALUATION -- INTERNAL MARKETING SURVEY

SPRING 1986

Research Report Number 45

June 1986

Office of Institutional Research
Howard Community College
Columbia, Maryland

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HOWARD COMMUNITY COLLEGE STAFF SERVICES EVALUATION

CREDITS

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HOWARD COMMUNITY COLLEGE
OFFICE OF INSTITUTIONAL RESEARCH
BRIEF SUMMARY
OF
RESEARCH REPORT NUMBER 45

TITLE: 1986 Services Evaluation--Internal Marketing Survey

CONDUCTED BY: Susan K. Radcliffe and Virginia Novak, Office of Institutional Research

PURPOSE: To evaluate key areas of educational services as perceived by Howard Community College employees and to use this assessment as part of an internal marketing effort.

METHODOLOGY: This year a marketing version of the college services evaluation was prepared as a follow-up to a marketing research project (report published in January 1986). The instrument was designed by the Office of Institutional Research with advice and consultation from the president's cabinet.

The survey rates basic areas of educational services at HCC. All full-time members of the faculty, administration and support staff were encouraged to participate by completing the fifteen-item questionnaire. Thirteen areas of service were evaluated on a five point scale, ranging from A or 5 (excellent) to E or 1 (poor) with a C or 3 indicating a satisfactory rating. A blank response indicated no knowledge or experience of that particular service. The last two items called for comments concerning HCC's greatest strengths and areas which might be changed. These comments will be made available later as a supplement to this report. Responses to items 1-13 were tabulated and mean scores were calculated using SPSS (Statistical Package for the Social Sciences).

For each item, the mean scores, as well as the number of respondents, are given for each of three categories of college employees (faculty, administration, and support staff). Overall mean scores for each item and for each category are also given.

Frequency counts, followed by statistics and histograms for each item were tabulated and are also included in this report.

RESPONSE:

A total of 87 (47%) staff members responded. This included 32 of 49 (65%) full-time faculty, 21 of 41 (51%) administration, and 34 of 97 (35%) support staff. This is fewer than 1985's total of 93 (54%) and still fewer than 1984's total of 118 (62%). However, the proportion of faculty participating increased while the proportion of participating management team and support staff decreased.

FINDINGS:

The overall mean for all key services surveyed was 3.82. This is considerably better than a satisfactory rating, i.e., a 3.00. This 1986 rating is actually not comparable with that of previous years, since the survey forms are quite different. Bearing that in mind, we might, nevertheless, note that this year's mean is higher than the 1985 mean of 3.53 and 1984's 3.40.

The lower scores on this evaluation were those below 3.50. Three areas had overall mean scores lower than 3.50 - the registration process, academic advisory and admissions process.

All three groups of employees (faculty, administration, and support staff) gave services ratings close to "good", (3.95, 3.69, and 3.77, respectively) with faculty showing the highest regard overall for the college services.

No service was rated less than satisfactory by any group of employees, but several items were in the range between good and excellent. Library Services was rated highly by all three groups and had the highest overall mean of 4.33. Quality of Full-time Faculty was close behind with 4.31. <u>These two items were the only ones which all three employee groups rated above 4.00</u>. Other items which rated particularly well (with overall mean scores greater than 4.00) were Quality of Instruction, Staff Courtesy, Counseling Services and Quality of the College.

CONCLUSIONS: This survey shows that there is a high degree of satisfaction among college employees. Many of the surveys count the quality of the faculty and the personal attention given to students among HCC's greatest strengths. This is not to say that there is not room for improvement, however. This is so for all services and particularly so, perhaps, for those whose mean scores were below 3.50. Many diverse and thoughtful suggestions were made concerning possible areas of change for HCC.

LIST OF TABLES

	Page Numbers			
	By All Staff	By Faculty	By Administration	By Support Staff
Mean Scores and Number of Respondents to Each Item	1			
Quality of Instruction	2	29	56	83
Quality of Full-Time Faculty	4	31	58	85
Quality of Part-Time Faculty	6	33	60	87
Quality of Academic Programs	8	35	62	89
Convenience of Course Schedules	10	37	64	91
Quality of College Administration	12	39	66	93
Registration Process	14	41	68	95
Counseling Center Services	16	43	70	97
Academic Advising	18	45	72	99
Admissions Process	20	47	74	101
Library Services	22	49	76	103
Overall Staff Courtesy	24	51	78	105
Overall Quality of the College	26	53	80	107

MEAN SCORES AND NUMBER OF RESPONDENTS TO EACH ITEM

STAFF SERVICES EVALUATION--INTERNAL MARKETING SURVEY

SPRING 1986

EMPLOYEE CATEGORY	QUALITY OF INSTRUCTION	QUALITY OF FT FACULTY	QUALITY OF PT FACULTY	QUALITY OF ACADEMIC PROGRAMS	CONVENIENCE OF SCHEDULES	QUALITY OF ADMIN.	REGISTRATION PROCESS	COUNSELING SERVICES	ACADEMIC ADVISING	ADMISSIONS PROCESS	LIBRARY SERVICES	STAFF COURTESY	QUALITY OF COLLEGE	TOTAL NUMBER RESPONDING	OVERALL MEAN
FACULTY NUMBER RESPONDING	29	29	29	31	31	30	28	30	29	26	31	31	28	32	
MEAN	4.62	4.69	3.69	4.35	3.55	3.40	3.29	4.30	3.41	3.31	4.32	4.26	4.18		3.95
ADMINISTRATORS NUMBER RESPONDING	21	21	21	20	20	21	21	21	21	21	21	21	19	21	
MEAN	4.04	4.10	3.29	3.80	3.55	3.81	3.38	3.86	3.24	3.90	4.29	3.76	3.89		3.69
SUPPORT STAFF NUMBER RESPONDING	28	27	28	27	25	30	27	27	23	25	32	33	26	34	
MEAN	3.82	4.04	3.46	3.70	3.64	3.62	3.48	3.85	3.48	3.44	4.37	4.14	3.96		3.77
TOTAL NUMBER RESPONDING	78	77	78	78	76	81	76	78	73	72	84	84	73	87	
MEAN	4.17	4.30	3.50	3.99	3.58	3.59	3.38	4.03	3.58	3.26	4.33	4.16	4.03		3.82

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 2
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I1INSTR QUALITY OF INSTRUCTION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	1.2	1.3	1.3
FAIR	2	1	1.2	1.3	2.6
SATISFACTORY	3	7	8.1	9.1	11.7
GOOD	4	43	50.0	55.8	67.5
EXCELLENT	5	25	29.1	32.5	100.0
OUT OF RANGE		9	10.5	MISSING	100.0
	TOTAL	86	100.0	100.0	

- - - -

ALL STAFF

```
SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE    6
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I3PTFAC   QUALITY OF PT FACULTY

                                          RELATIVE   ADJUSTED  CUMULATIVE
                          ABSOLUTE  FREQUENCY  FREQUENCY  ADJ FREQ
CATEGORY LABEL       CODE FREQUENCY (PERCENT)  (PERCENT)  (PERCENT)
POOR                    1         2      2.3        2.6        2.6
FAIR                    2         5      5.8        6.5        9.1
SATISFACTORY            3        28     32.6       36.4       45.5
GOOD                    4        37     43.0       48.1       93.5
EXCELLENT               5         5      5.8        6.5      100.0
OUT OF RANGE                      9     10.5    MISSING      100.0
                        -------------------------------
                    TOTAL        86     100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE    7
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I3PTFAC   QUALITY OF PT FACULTY
  CODE
                I
      1  ***  (      2)
         I  POOR
                I
      2  ******  (      5)
         I  FAIR
                I
      3  ********************************  (     28)
         I  SATISFACTORY
                I
      4  ****************************************  (     37)
         I  GOOD
                I
      5  ******  (      5)
         I  EXCELLENT
                I
         I.........I.........I.........I.........I.........I
         0        10        20        30        40        50
         FREQUENCY

MEAN          3.494      STD ERR         .094      MEDIAN        3.595
MODE          4.000      STD DEV         .821      VARIANCE       .674
KURTOSIS      1.013      SKEWNESS       -.711      RANGE         4.000
MINIMUM       1.000      MAXIMUM       5.000

VALID CASES      77      MISSING CASES     9
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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE    8
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I4ACPROG  QUALITY OF ACADEMIC PROGRAMS

                                          RELATIVE   ADJUSTED  CUMULATIVE
                          ABSOLUTE  FREQUENCY  FREQUENCY  ADJ FREQ
CATEGORY LABEL       CODE FREQUENCY (PERCENT)  (PERCENT)  (PERCENT)
POOR                    1         1      1.2        1.3        1.3
FAIR                    2         1      1.2        1.3        2.6
SATISFACTORY            3        12     14.0       15.6       18.2
GOOD                    4        47     54.7       61.0       79.2
EXCELLENT               5        16     18.6       20.8      100.0
OUT OF RANGE                      9     10.5    MISSING      100.0
                        -------------------------------
                    TOTAL        86     100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE    9
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I4ACPROG  QUALITY OF ACADEMIC PROGRAMS
  CODE
                I
      1  **  (      1)
         I  POOR
                I
      2  **  (      1)
         I  FAIR
                I
      3  ************  (     12)
         I  SATISFACTORY
                I
      4  ************************************************  (     47)
         I  GOOD
                I
      5  ****************  (     16)
         I  EXCELLENT
                I
         I.........I.........I.........I.........I.........I
         0        10        20        30        40        50
         FREQUENCY

MEAN          3.987      STD ERR         .084      MEDIAN        4.021
MODE          4.000      STD DEV         .734      VARIANCE       .539
KURTOSIS      2.921      SKEWNESS      -1.003      RANGE         4.000
MINIMUM       1.000      MAXIMUM       5.000

VALID CASES      77      MISSING CASES     9
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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 10
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

ISCONVEN CONVENIENCE OF COURSE SCHEDULES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	2	2.3	2.6	2.6
FAIR	2	3	3.5	3.8	6.4
SATISFACTORY	3	32	37.2	41.0	47.4
GOOD	4	30	34.9	38.5	85.9
EXCELLENT	5	11	12.8	14.1	100.0
OUT OF RANGE		8	9.3	MISSING	100.0
	TOTAL	86	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 14
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I7REGIS REGISTRATION PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	3	3.5	4.0	4.0
FAIR	2	8	9.3	10.7	14.7
SATISFACTORY	3	30	34.9	40.0	54.7
GOOD	4	26	30.2	34.7	89.3
EXCELLENT	5	8	9.3	10.7	100.0
OUT OF RANGE		11	12.8	MISSING	100.0
	TOTAL	86	100.0	100.0	

- - - -

ALL STAFF

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 18
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I9ACADV ACADEMIC ADVISING PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	4	4.7	5.6	5.6
FAIR	2	6	7.0	8.3	13.9
SATISFACTORY	3	24	27.9	33.3	47.2
GOOD	4	34	39.5	47.2	94.4
EXCELLENT	5	4	4.7	5.6	100.0
OUT OF RANGE		14	16.3	MISSING	100.0
	TOTAL	86	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 22
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I11LIBR LIBRARY SERVICES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	1.2	1.2	1.2
FAIR	2	1	1.2	1.2	2.4
SATISFACTORY	3	6	7.0	7.2	9.6
GOOD	4	36	41.9	43.4	53.0
EXCELLENT	5	39	45.3	47.0	100.0
OUT OF RANGE		3	3.5	MISSING	100.0
	TOTAL	86	100.0	100.0	

- -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 23
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I11LIBR LIBRARY SERVICES
CODE

```
1  ** (     1)
   I  POOR
   I
2  ** (     1)
   I  FAIR
   I
3  ******* (     6)
   I  SATISFACTORY
   I
4  ********************************************** (    36)
   I  GOOD
   I
5  ********************************************** (    39)
   I  EXCELLENT
   I
   I.........I.........I.........I.........I.........I
   0         10        20        30        40        50
   FREQUENCY
```

MEAN	4.337	STD ERR	.084	MEDIAN	4.431
MODE	5.000	STD DEV	.769	VARIANCE	.592
KURTOSIS	3.664	SKEWNESS	-1.490	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 83 MISSING CASES 3

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 24
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I12STAFF OVERALL STAFF COURTESY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	2	2.3	2.4	2.4
SATISFACTORY	3	13	15.1	15.7	18.1
GOOD	4	43	50.0	51.8	69.9
EXCELLENT	5	25	29.1	30.1	100.0
OUT OF RANGE		3	3.5	MISSING	100.0
	TOTAL	86	100.0	100.0	

- -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 25
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I12STAFF OVERALL STAFF COURTESY
CODE

```
2  ***** (     2)
   I  FAIR
   I
3  ************* (    13)
   I  SATISFACTORY
   I
4  ********************************************** (    43)
   I  GOOD
   I
5  ************************** (    25)
   I  EXCELLENT
   I
   I.........I.........I.........I.........I.........I
   0         10        20        30        40        50
   FREQUENCY
```

MEAN	4.098	STD ERR	.082	MEDIAN	4.116
MODE	4.000	STD DEV	.743	VARIANCE	.552
KURTOSIS	.082	SKEWNESS	-.523	RANGE	3.000
MINIMUM	2.000	MAXIMUM	5.000		

VALID CASES 83 MISSING CASES 3

ALL STAFF

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 28
FREQUENCIES AND MEANS FOR ALL ITEMS BY ALL STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I13COLLG OVERALL QUALITY OF COLLEGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	1	1.2	1.4	1.4
SATISFACTORY	3	8	9.3	11.1	12.5
GOOD	4	51	59.3	70.8	83.3
EXCELLENT	5	12	14.0	16.7	100.0
OUT OF RANGE		14	16.3	MISSING	100.0
	TOTAL	86	100.0	100.0	

- - - -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 31
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I2PTFAC QUALITY OF PT FACULTY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	1	3.1	3.4	3.4
GOOD	4	7	21.9	24.1	27.6
EXCELLENT	5	21	65.6	72.4	100.0
OUT OF RANGE		3	9.4	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 32
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I2PTFAC QUALITY OF PT FACULTY
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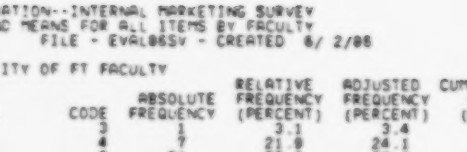


MEAN	4.690	STD ERR	.101	MEDIAN	4.810
MODE	5.000	STD DEV	.541	VARIANCE	.293
KURTOSIS	1.765	SKEWNESS	-1.569	RANGE	2.000
MINIMUM	3.000	MAXIMUM	5.000		

VALID CASES 29 MISSING CASES 3

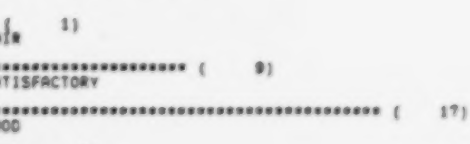
SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 33
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I3PTFAC QUALITY OF PT FACULTY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	1	3.1	3.4	3.4
SATISFACTORY	3	9	28.1	31.0	34.5
GOOD	4	17	53.1	58.6	93.1
EXCELLENT	5	2	6.3	6.9	100.0
OUT OF RANGE		3	9.4	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 34
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I3PTFAC QUALITY OF PT FACULTY
CODE



MEAN	3.690	STD ERR	.123	MEDIAN	3.765
MODE	4.000	STD DEV	.660	VARIANCE	.436
KURTOSIS	.432	SKEWNESS	-.369	RANGE	3.000
MINIMUM	2.000	MAXIMUM	5.000		

VALID CASES 29 MISSING CASES 3

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  35
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 8/ 2/88          FILE - EVAL86SV - CREATED  8/ 2/88

I4ACPROG  QUALITY OF ACADEMIC PROGRAMS

                                          RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE   FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
SATISFACTORY          3           1           3.1        3.2         3.2
GOOD                  4          18          56.3       58.1        61.3
EXCELLENT             5          12          37.5       38.7       100.0
OUT OF RANGE                      1           3.1    MISSING        100.0
                          -------     -------    -------
                  TOTAL          32       100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  36
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 8/ 2/88          FILE - EVAL86SV - CREATED  8/ 2/88

I4ACPROG  QUALITY OF ACADEMIC PROGRAMS
   CODE
          I
       3  **** (     1)
          I  SATISFACTORY
          I
       4  ********************************************** (    18)
          I  GOOD
          I
       5  ************************************ (    12)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         4         8        12        16        20
          FREQUENCY

MEAN          4.355       STD ERR         .099      MEDIAN        4.306
MODE          4.000       STD DEV         .551      VARIANCE       .303
KURTOSIS      -.786       SKEWNESS       -.015      RANGE         2.000
MINIMUM       3.000       MAXIMUM       5.000

VALID CASES      31       MISSING CASES     1
```

```
SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  37
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 8/ 2/88          FILE - EVAL86SV - CREATED  8/ 2/88

I5CONVEN  CONVENIENCE OF COURSE SCHEDULES

                                          RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE   FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
POOR                  1           1           3.1        3.2         3.2
FAIR                  2           1           3.1        3.2         6.5
SATISFACTORY          3 -        12          37.5       38.7        45.2
GOOD                  4          14          43.8       45.2        90.3
EXCELLENT             5           3           9.4        9.7       100.0
OUT OF RANGE                      1           3.1    MISSING        100.0
                          -------     -------    -------
                  TOTAL          32       100.0      100.0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  38
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 8/ 2/88          FILE - EVAL86SV - CREATED  8/ 2/88

I5CONVEN  CONVENIENCE OF COURSE SCHEDULES
   CODE
          I
       1  **** (     1)
          I  POOR
          I
       2  **** (     1)
          I  FAIR
          I
       3  ************************************ (    12)
          I  SATISFACTORY
          I
       4  ****************************************** (    14)
          I  GOOD
          I
       5  ********** (     3)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         4         8        12        16        20
          FREQUENCY

MEAN          3.548       STD ERR         .153      MEDIAN        3.807
MODE          4.000       STD DEV         .850      VARIANCE       .723
KURTOSIS      1.582       SKEWNESS       -.683      RANGE         4.000
MINIMUM       1.000       MAXIMUM       5.000

VALID CASES      31       MISSING CASES     1
```

```
SERVICES EVALUATION--INTERNAL MARKETING SURVEY                    PAGE  39
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I6ADMIN   QUALITY OF COLLEGE ADMINISTRATION

                                          RELATIVE   ADJUSTED  CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY   ADJ FREQ
CATEGORY LABEL      CODE  FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
POOR                   1          1           3.1        3.3         3.3
FAIR                   2          4          12.5       13.3        16.7
SATISFACTORY           3          9          28.1       30.0        46.7
GOOD                   4         14          43.8       46.7        93.3
EXCELLENT              5          2           6.3        6.7       100.0
OUT OF RANGE                      2           6.3    MISSING       100.0
                    -------    -------     -------    -------
                    TOTAL         32       100.0      100.0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY                    PAGE  40
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I6ADMIN   QUALITY OF COLLEGE ADMINISTRATION
  CODE
                I
      1  ****  (      1)
                I  POOR
                I
      2  **********  (      4)
                I  FAIR
                I
      3  *************************  (      9)
                I  SATISFACTORY
                I
      4  **********************************  (     14)
                I  GOOD
                I
      5  ******  (      2)
                I  EXCELLENT
                I
                I.........I.........I.........I.........I.........I
                0         4         8        12        16        20
                FREQUENCY

MEAN          3.400       STD ERR        .170       MEDIAN        3.571
MODE          4.000       STD DEV        .932       VARIANCE       .869
KURTOSIS       .241       SKEWNESS      -.848       RANGE         4.000
MINIMUM       1.000       MAXIMUM      5.000

VALID CASES      30       MISSING CASES     2
```

```
SERVICES EVALUATION--INTERNAL MARKETING SURVEY                    PAGE  41
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I7REGIS   REGISTRATION PROCESS

                                          RELATIVE   ADJUSTED  CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY   ADJ FREQ
CATEGORY LABEL      CODE  FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
POOR                   1          1           3.1        3.6         3.6
FAIR                   2          3           9.4       10.7        14.3
SATISFACTORY           3         13          40.6       46.4        60.7
GOOD                   4          9          28.1       32.1        92.9
EXCELLENT              5          2           6.3        7.1       100.0
OUT OF RANGE                      4          12.5    MISSING       100.0
                    -------    -------     -------    -------
                    TOTAL         32       100.0      100.0

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY                    PAGE  42
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I7REGIS   REGISTRATION PROCESS
  CODE
                I
      1  ****  (      1)
                I  POOR
                I
      2  *********  (      3)
                I  FAIR
                I
      3  ************************************  (     13)
                I  SATISFACTORY
                I
      4  *************************  (      9)
                I  GOOD
                I
      5  ******  (      2)
                I  EXCELLENT
                I
                I.........I.........I.........I.........I.........I
                0         4         8        12        16        20
                FREQUENCY

MEAN          3.286       STD ERR        .169       MEDIAN        3.269
MODE          3.000       STD DEV        .887       VARIANCE       .804
KURTOSIS       .584       SKEWNESS      -.291       RANGE         4.000
MINIMUM       1.000       MAXIMUM      5.000

VALID CASES      28       MISSING CASES     4
```

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 43
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

IBCOUNS COUNSELING CENTER SERVICES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	2	6.3	6.7	6.7
GOOD	4	17	53.1	56.7	63.3
EXCELLENT	5	11	34.4	36.7	100.0
OUT OF RANGE		2	6.3	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 44
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

IBCOUNS COUNSELING CENTER SERVICES
CODE

```
     I
  3  ******  (     2)
     I  SATISFACTORY
     I
  4  *****************************************************  (    17)
     I  GOOD
     I
  5  ***********************************  (    11)
     I  EXCELLENT
     I
     I---------I---------I---------I---------I---------I
     0         4         8        12        16        20
     FREQUENCY
```

MEAN	4.300	STD ERR	.109	MEDIAN	4.265
MODE	4.000	STD DEV	.606	VARIANCE	.365
KURTOSIS	-.492	SKEWNESS	-.189	RANGE	2.000
MINIMUM	3.000	MAXIMUM	5.000		

VALID CASES 30 MISSING CASES 2

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 45
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

IBACADV ACADEMIC ADVISING PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	3.1	3.4	3.4
FAIR	2	4	12.5	13.8	17.2
SATISFACTORY	3	8	25.0	27.6	44.8
GOOD	4	14	43.8	48.3	93.1
EXCELLENT	5	2	6.3	6.9	100.0
OUT OF RANGE		3	9.4	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 46
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

IBACADV ACADEMIC ADVISING PROCESS
CODE

```
     I
  1  ****  (     1)
     I  POOR
     I
  2  ***********  (     4)
     I  FAIR
     I
  3  ************************  (     8)
     I  SATISFACTORY
     I
  4  ******************************************  (    14)
     I  GOOD
     I
  5  ******  (     2)
     I  EXCELLENT
     I
     I---------I---------I---------I---------I---------I
     0         4         8        12        16        20
     FREQUENCY
```

MEAN	3.414	STD ERR	.176	MEDIAN	3.607
MODE	4.000	STD DEV	.946	VARIANCE	.894
KURTOSIS	.220	SKEWNESS	-.687	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 29 MISSING CASES 3

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 47
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I104DMIS ADMISSIONS PREPROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	3	9.4	11.5	11.5
FAIR	2	2	6.3	7.7	19.2
SATISFACTORY	3	7	21.9	26.9	46.2
GOOD	4	12	37.5	46.2	92.3
EXCELLENT	5	2	6.3	7.7	100.0
OUT OF RANGE		6	18.8	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 48
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I104DMIS ADMISSIONS PREPROCESS
CODE

```
      1  ********* (     3)
         | POOR
         |
      2  ******* (     2)
         | FAIR
         |
      3  ********************* (     7)
         | SATISFACTORY
         |
      4  ************************************ (    12)
         | GOOD
         |
      5  ******* (     2)
         | EXCELLENT
         |
         |---------I---------I---------I---------I---------I
         0         4         8        12        16        20
         FREQUENCY
```

MEAN	3.306	STD ERR	.220	MEDIAN	3.583
MODE	4.000	STD DEV	1.123	VARIANCE	1.262
KURTOSIS	-.124	SKEWNESS	-.852	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 26 MISSING CASES 6

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 49
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I111BR LIBRARY SERVICES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	3.1	3.2	3.2
FAIR	2	1	3.1	3.2	6.5
SATISFACTORY	3	1	3.1	3.2	9.7
GOOD	4	12	37.5	38.7	48.4
EXCELLENT	5	16	50.0	51.6	100.0
OUT OF RANGE		1	3.1	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 50
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I111BR LIBRARY SERVICES
CODE

```
      1  **** (     1)
         | POOR
         |
      2  **** (     1)
         | FAIR
         |
      3  **** (     1)
         | SATISFACTORY
         |
      4  ************************************ (    12)
         | GOOD
         |
      5  **************************************************** (    16)
         | EXCELLENT
         |
         |---------I---------I---------I---------I---------I
         0         4         8        12        16        20
         FREQUENCY
```

MEAN	4.323	STD ERR	.170	MEDIAN	4.531
MODE	5.000	STD DEV	.945	VARIANCE	.892
KURTOSIS	6.729	SKEWNESS	-1.984	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 31 MISSING CASES 1

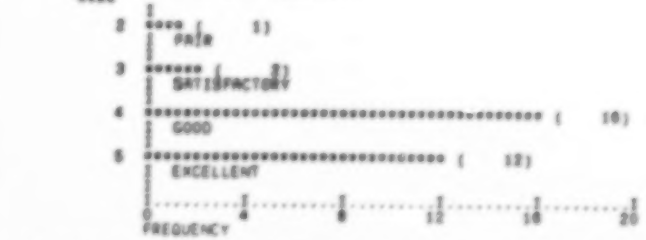
SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 51
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/98 FILE - EVAL98SV - CREATED 6/ 2/98

I12STAFF OVERALL STAFF COURTESY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	1	3.1	3.2	3.2
SATISFACTORY	3	2	6.3	6.5	9.7
GOOD	4	16	50.0	51.6	61.3
EXCELLENT	5	12	37.5	38.7	100.0
OUT OF RANGE		1	3.1	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 52
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/98 FILE - EVAL98SV - CREATED 6/ 2/98

I12STAFF OVERALL STAFF COURTESY
CODE



MEAN	4.258	STD ERR	.121	MEDIAN	4.281
MODE	4.000	STD DEV	.729	VARIANCE	.531
KURTOSIS	1.695	SKEWNESS	-1.000	RANGE	3.000
MINIMUM	2.000	MAXIMUM	5.000		

VALID CASES 31 MISSING CASES 1

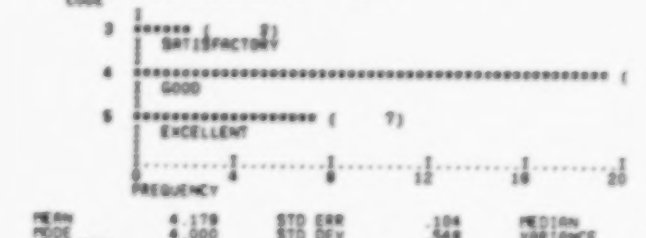
SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 53
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/98 FILE - EVAL98SV - CREATED 6/ 2/98

I13COLLG OVERALL QUALITY OF COLLEGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	2	6.3	7.1	7.1
GOOD	4	19	59.4	67.9	75.0
EXCELLENT	5	7	21.9	25.0	100.0
OUT OF RANGE		4	12.5	MISSING	100.0
	TOTAL	32	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 54
FREQUENCIES AND MEANS FOR ALL ITEMS BY FACULTY
6/ 2/98 FILE - EVAL98SV - CREATED 6/ 2/98

I13COLLG OVERALL QUALITY OF COLLEGE
CODE



MEAN	4.179	STD ERR	.104	MEDIAN	4.132
MODE	4.000	STD DEV	.548	VARIANCE	.300
KURTOSIS	.281	SKEWNESS	.121	RANGE	2.000
MINIMUM	3.000	MAXIMUM	5.000		

VALID CASES 28 MISSING CASES 4

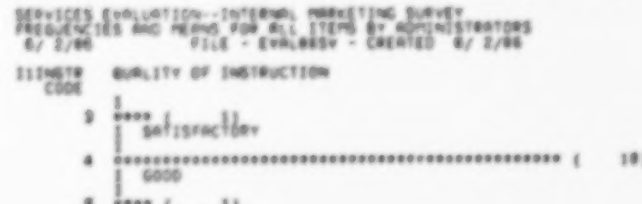
SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 56
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/96 FILE - EVAL96SV - CREATED 6/ 2/96

IIINSTR QUALITY OF INSTRUCTION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	1	5.0	5.0	5.0
GOOD	4	18	90.0	90.0	95.0
EXCELLENT	5	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 57
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/96 FILE - EVAL96SV - CREATED 6/ 2/96

IIINSTR QUALITY OF INSTRUCTION
CODE



MEAN	4.000	STD ERR	.073	MEDIAN	4.000
MODE	4.000	STD DEV	.324	VARIANCE	.105
KURTOSIS	9.500	SKEWNESS	.000	RANGE	2.000
MINIMUM	3.000	MAXIMUM	5.000		

VALID CASES 20 MISSING CASES 0

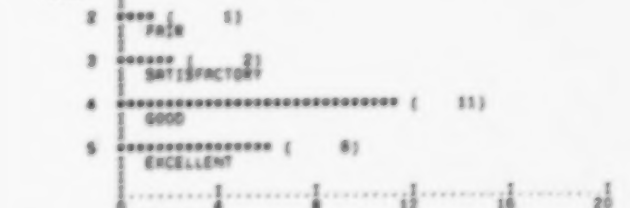
SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 58
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/96 FILE - EVAL96SV - CREATED 6/ 2/96

I2PTPRC QUALITY OF PT FACULTY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	1	5.0	5.0	5.0
SATISFACTORY	3	2	10.0	10.0	15.0
GOOD	4	11	55.0	55.0	70.0
EXCELLENT	5	6	30.0	30.0	100.0
	TOTAL	20	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 59
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/96 FILE - EVAL96SV - CREATED 6/ 2/96

I2PTPRC QUALITY OF PT FACULTY
CODE



MEAN	4.100	STD ERR	.178	MEDIAN	4.136
MODE	4.000	STD DEV	.799	VARIANCE	.621
KURTOSIS	1.389	SKEWNESS	-.903	RANGE	3.000
MINIMUM	2.000	MAXIMUM	5.000		

VALID CASES 20 MISSING CASES 0

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 60
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I3PTFAC QUALITY OF PT FACULTY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	2	10.0	10.0	10.0
SATISFACTORY	3	11	55.0	55.0	65.0
GOOD	4	7	35.0	35.0	100.0
	TOTAL	20	100.0	100.0	

- -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 61
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I3PTFAC QUALITY OF PT FACULTY
CODE

```
      I
2     ****** (     2)
      I  FAIR
      I
3     ********************************** (    11)
      I  SATISFACTORY
      I
4     ******************** (     7)
      I  GOOD
      I
      I.........I.........I.........I.........I.........I
      0         4         8        12        16        20
      FREQUENCY
```

MEAN	3.250	STD ERR	.143	MEDIAN	3.227
MODE	3.000	STD DEV	.639	VARIANCE	.408
KURTOSIS	-.439	SKEWNESS	-.253	RANGE	2.000
MINIMUM	2.000	MAXIMUM	4.000		

VALID CASES 20 MISSING CASES 0

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 62
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I4ACPROG QUALITY OF ACADEMIC PROGRAMS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	4	20.0	21.1	21.1
GOOD	4	15	75.0	78.9	100.0
OUT OF RANGE	.	1	5.0	MISSING	100.0
	TOTAL	20	100.0	100.0	

- -

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 63
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I4ACPROG QUALITY OF ACADEMIC PROGRAMS
CODE

```
      I
3     ********** (     4)
      I  SATISFACTORY
      I
4     ****************************************** (    15)
      I  GOOD
      I
      I.........I.........I.........I.........I.........I
      0         4         8        12        16        20
      FREQUENCY
```

MEAN	3.789	STD ERR	.096	MEDIAN	3.867
MODE	4.000	STD DEV	.419	VARIANCE	.175
KURTOSIS	.419	SKEWNESS	-1.545	RANGE	1.000
MINIMUM	3.000	MAXIMUM	4.000		

VALID CASES 19 MISSING CASES 1

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 64
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

ISCONVEN CONVENIENCE OF COURSE SCHEDULES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	1	5.0	5.3	5.3
SATISFACTORY	3	7	35.0	36.8	42.1
GOOD	4	11	55.0	57.9	100.0
OUT OF RANGE		1	5.0	MISSING	100.0
	TOTAL	20	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 68
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I7REGIS REGISTRATION PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	5.0	5.0	5.0
FAIR	2	1	5.0	5.0	10.0
SATISFACTORY	3	10	50.0	50.0	60.0
GOOD	4	6	30.0	30.0	90.0
EXCELLENT	5	2	10.0	10.0	100.0
	TOTAL	20	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 72
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I9ACADV ACADEMIC ADVISING PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	2	10.0	10.0	10.0
FAIR	2	1	5.0	5.0	15.0
SATISFACTORY	3	8	40.0	40.0	55.0
GOOD	4	8	40.0	40.0	95.0
EXCELLENT	5	1	5.0	5.0	100.0
	TOTAL	20	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  76
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I11LIBR   LIBRARY SERVICES

                                    RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE  FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE  FREQUENCY  (PERCENT)  (PERCENT)   (PERCENT)
SATISFACTORY          3          2       10.0       10.0        10.0
GOOD                  4         10       50.0       50.0        60.0
EXCELLENT             5          8       40.0       40.0       100.0
                        -------    -------    -------
                TOTAL        20      100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  77
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I11LIBR   LIBRARY SERVICES
  CODE
          I
     3    ********** (     2)
          I  SATISFACTORY
          I
     4    ********************************************** (    10)
          I  GOOD
          I
     5    ******************************************** (     8)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         2         4         6         8        10
          FREQUENCY

MEAN          4.300      STD ERR         .147      MEDIAN        4.300
MODE          4.000      STD DEV         .657      VARIANCE       .432
KURTOSIS      -.547      SKEWNESS       -.396      RANGE         2.000
MINIMUM       3.000      MAXIMUM       5.000

VALID CASES      20      MISSING CASES     0
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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  78
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I12STAFF  OVERALL STAFF COURTESY

                                    RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE  FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE  FREQUENCY  (PERCENT)  (PERCENT)   (PERCENT)
FAIR                  2          1        5.0        5.0         5.0
SATISFACTORY          3          6       30.0       30.0        35.0
GOOD                  4         10       50.0       50.0        85.0
EXCELLENT             5          3       15.0       15.0       100.0
                        -------    -------    -------
                TOTAL        20      100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  79
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 6/ 2/86          FILE - EVAL86SV - CREATED  6/ 2/86

I12STAFF  OVERALL STAFF COURTESY
  CODE
          I
     2    ****** (     1)
          I  FAIR
          I
     3    ********************************** (     6)
          I  SATISFACTORY
          I
     4    ********************************************** (    10)
          I  GOOD
          I
     5    ***************** (     3)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         2         4         6         8        10
          FREQUENCY

MEAN          3.750      STD ERR         .178      MEDIAN        3.800
MODE          4.000      STD DEV         .788      VARIANCE       .618
KURTOSIS      -.018      SKEWNESS       -.225      RANGE         3.000
MINIMUM       2.000      MAXIMUM       5.000

VALID CASES      20      MISSING CASES     0
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ADMINISTRATION

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  80
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 8/ 2/86          FILE - EVAL86SV - CREATED  8/ 2/86

I13COLLG  OVERALL QUALITY OF COLLEGE

                                          RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE   FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
FAIR                  2           1            5.0        5.6         5.6
SATISFACTORY          3           1            5.0        5.6        11.1
GOOD                  4          15           75.0       83.3        94.4
EXCELLENT             5           1            5.0        5.6       100.0
OUT OF RANGE                      2           10.0    MISSING       100.0
                          --------    --------   --------
                  TOTAL         20       100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  81
FREQUENCIES AND MEANS FOR ALL ITEMS BY ADMINISTRATORS
 8/ 2/86          FILE - EVAL86SV - CREATED  8/ 2/86

I13COLLG  OVERALL QUALITY OF COLLEGE
   CODE
          I
       2  ****  (      1)
          I  FAIR
          I
       3  ****  (      1)
          I  SATISFACTORY
          I
       4  ***************************************  (     15)
          I  GOOD
          I
       5  ****  (      1)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         4         8        12        16        20
          FREQUENCY

MEAN          3.889       STD ERR         .137      MEDIAN        3.967
MODE          4.000       STD DEV         .583      VARIANCE       .340
KURTOSIS      7.186       SKEWNESS      -2.020      RANGE         3.000
MINIMUM       2.000       MAXIMUM        5.000

VALID CASES      18       MISSING CASES      2
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SUPPORT STAFF

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  83
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
 8/ 2/86          FILE - EVAL86SV - CREATED  8/ 2/86

I1INSTR   QUALITY OF INSTRUCTION

                                          RELATIVE   ADJUSTED   CUMULATIVE
                          ABSOLUTE        FREQUENCY  FREQUENCY    ADJ FREQ
CATEGORY LABEL     CODE   FREQUENCY       (PERCENT)  (PERCENT)   (PERCENT)
POOR                  1           1            2.9        3.6         3.6
FAIR                  2           1            2.9        3.6         7.1
SATISFACTORY          3           4           11.8       14.3        21.4
GOOD                  4          18           52.9       64.3        85.7
EXCELLENT             5           4           11.8       14.3       100.0
OUT OF RANGE                      6           17.6    MISSING       100.0
                          --------    --------   --------
                  TOTAL         34       100.0      100.0

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY                          PAGE  84
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
 8/ 2/86          FILE - EVAL86SV - CREATED  8/ 2/86

I1INSTR   QUALITY OF INSTRUCTION
   CODE
          I
       1  ****  (      1)
          I  POOR
          I
       2  ****  (      1)
          I  FAIR
          I
       3  ***********  (      4)
          I  SATISFACTORY
          I
       4  ************************************************  (     18)
          I  GOOD
          I
       5  ***********  (      4)
          I  EXCELLENT
          I
          I.........I.........I.........I.........I.........I
          0         4         8        12        16        20
          FREQUENCY

MEAN          3.821       STD ERR         .183      MEDIAN        3.944
MODE          4.000       STD DEV         .883      VARIANCE       .745
KURTOSIS      3.638       SKEWNESS      -1.494      RANGE         4.000
MINIMUM       1.000       MAXIMUM        5.000

VALID CASES      28       MISSING CASES      6
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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 85
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/86 FILE - EVAL86SV - CREATED 6/ 2/86

I2FTFAC QUALITY OF FT FACULTY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	2.9	3.7	3.7
FAIR	2	1	2.9	3.7	7.4
SATISFACTORY	3	3	8.8	11.1	18.5
GOOD	4	13	38.2	48.1	66.7
EXCELLENT	5	9	26.5	33.3	100.0
OUT OF RANGE		7	20.6	MISSING	100.0
	TOTAL	34	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 89
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I4ACPROG QUALITY OF ACADEMIC PROGRAMS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	2.9	3.7	3.7
FAIR	2	1	2.9	3.7	7.4
SATISFACTORY	3	7	20.6	25.9	33.3
GOOD	4	14	41.2	51.9	85.2
EXCELLENT	5	4	11.8	14.8	100.0
OUT OF RANGE		7	20.6	MISSING	100.0
	TOTAL	34	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 93
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/96 FILE - EVAL96SV - CREATED 6/ 2/96

I6ADMIN QUALITY OF COLLEGE ADMINISTRATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FAIR	2	4	11.8	13.3	13.3
SATISFACTORY	3	0	23.5	26.7	40.0
GOOD	4	13	38.2	43.3	83.3
EXCELLENT	5	5	14.7	16.7	100.0
OUT OF RANGE		4	11.8	MISSING	100.0
	TOTAL	34	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 97
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I8COUNS COUNSELING CENTER SERVICES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	2.9	3.7	3.7
SATISFACTORY	3	5	14.7	18.5	22.2
GOOD	4	17	50.0	63.0	85.2
EXCELLENT	5	4	11.8	14.8	100.0
OUT OF RANGE		7	20.6	MISSING	100.0
	TOTAL	34	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 98
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I8COUNS COUNSELING CENTER SERVICES
CODE

```
1  **** (     1)
   I  POOR
   I
3  *************** (     5)
   I  SATISFACTORY
   I
4  ***************************************** (    17)
   I  GOOD
   I
5  ********** (     4)
   I  EXCELLENT
   I
   I.........I.........I.........I.........I.........I
   0         4         8        12        16        20
   FREQUENCY
```

MEAN	3.852	STD ERR	.157	MEDIAN	3.941
MODE	4.000	STD DEV	.818	VARIANCE	.670
KURTOSIS	4.808	SKEWNESS	-1.530	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 27 MISSING CASES 7

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 99
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I8ACADV ACADEMIC ADVISING PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	1	2.9	4.3	4.3
FAIR	2	1	2.9	4.3	8.7
SATISFACTORY	3	8	23.5	34.8	43.5
GOOD	4	12	35.3	52.2	95.7
EXCELLENT	5	1	2.9	4.3	100.0
OUT OF RANGE		11	32.4	MISSING	100.0
	TOTAL	34	100.0	100.0	

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 100
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I8ACADV ACADEMIC ADVISING PROCESS
CODE

```
1  **** (     1)
   I  POOR
   I
2  **** (     1)
   I  FAIR
   I
3  ********************** (     8)
   I  SATISFACTORY
   I
4  ********************************** (    12)
   I  GOOD
   I
5  **** (     1)
   I  EXCELLENT
   I
   I.........I.........I.........I.........I.........I
   0         4         8        12        16        20
   FREQUENCY
```

MEAN	3.478	STD ERR	.176	MEDIAN	3.625
MODE	4.000	STD DEV	.846	VARIANCE	.715
KURTOSIS	2.292	SKEWNESS	-1.160	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID CASES 23 MISSING CASES 11

SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 101
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I10ADMIS ADMISSIONS PROCESS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
POOR	1	2	5.9	8.0	8.0
FAIR	2	2	5.9	8.0	16.0
SATISFACTORY	3	8	23.5	32.0	48.0
GOOD	4	9	26.5	36.0	84.0
EXCELLENT	5	4	11.8	16.0	100.0
OUT OF RANGE		9	26.5	MISSING	100.0
	TOTAL	34	100.0	100.0	

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SERVICES EVALUATION--INTERNAL MARKETING SURVEY PAGE 105
FREQUENCIES AND MEANS FOR ALL ITEMS BY SUPPORT STAFF
6/ 2/88 FILE - EVAL88SV - CREATED 6/ 2/88

I12STAFF OVERALL STAFF COURTESY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SATISFACTORY	3	5	14.7	15.6	15.6
GOOD	4	17	50.0	53.1	68.8
EXCELLENT	5	10	29.4	31.3	100.0
OUT OF RANGE		2	5.9	MISSING	100.0
	TOTAL	34	100.0	100.0	

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HOWARD COMMUNITY COLLEGE - 1986 ASSESSMENT OF COLLEGE SERVICES

Part I (Check one) I am currently a(n): ___ (A) HCC student ___ (B) Faculty member
___ (C) Administrator ___ (D) Support staff member

Please rate the following college services to the best of your ability using the following scale.

A = Excellent, **B** = Good, **C** = Satisfactory, **D** = Fair, **E** = Poor, **Leave Blank** = Don't know, no experience

1.	Quality of instruction	A	B	C	D	E
2.	Quality of full-time faculty	A	B	C	D	E
3.	Quality of part-time faculty	A	B	C	D	E
4.	Quality of academic programs	A	B	C	D	E
5.	Convenience of course schedules	A	B	C	D	E
6.	Quality of college administration	A	B	C	D	E
7.	Registration process	A	B	C	D	E
8.	Counseling center services	A	B	C	D	E
9.	Academic advising process	A	B	C	D	E
10.	Admissions process - application and admissions counseling	A	B	C	D	E
11.	Library services	A	B	C	D	E
12.	Overall staff courtesy and helpfulness	A	B	C	D	E
13.	Overall quality of the college	A	B	C	D	E

14. In your own words, what is the college's greatest strength?

15. In your own words, what do you think HCC should change if we were going to change one thing?

Faculty, Administration and Staff: Please turn to Part II.

Students: Please tell us a little about yourself in order to help us interpret the results of the survey.

16. Gender: ___ (A) Male ___ (B) Female
17. Age Category: ___ (A) 20 or younger ___ (B) 21 to 30 ___ (C) 31 to 40
___ (D) 41 to 50 ___ (E) 51 and over
18. Attendance: ___ (A) Full-Time ___ (B) Part-Time
19. Day or Evening: ___ (A) Most courses before 5 p.m.
___ (B) Most courses after 5 p.m.
20. What is your personal goal at HCC?
___ (A) Exploration of new career or academic areas
___ (B) Preparation for immediate entry into a career
___ (C) Preparation for transfer to a 4-year institution
___ (D) Update skills for a job currently held
___ (E) Interest and self enrichment
21. What is your academic goal?
___ (A) Take courses without working toward a degree or certificate
___ (B) Certificate
___ (C) Associate Degree
22. Minority Status: ___ (A) Minority Group Member ___ (B) Non-minority

HOWARD COMMUNITY COLLEGE
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